

AUTOMOTIVE
SECTION

THANKS FOR "THEM KIND WORDS," MR. S.

AUTOMOTIVE
SECTIONLIST STATISTICS
ON FREIGHT RATES

Compilation of statistical data designed to show railway, waterway, and highway rates in detail, has been undertaken by the Council of National Defense through its highways transport committee. At the request of officials of the council Capt. A. G.

Stevens, finance division of the war Department, has been assigned to the work.

Captain Stevens was engaged in railroad tariff compilation for a number of years before entering the Government service. During the period of America's participation in the war he was in charge of the section which issued vouchers on all railroad freight charges.

The rate survey is planned as one of the features of the post-war program, as investigations have developed a surprising lack of definite information regarding highway transportation operating costs. Thus far little or no effort has been made to classify highway freight while the

range of charges even between units operating in the same districts has been remarkably wide, indicating an inexact knowledge of operating costs upon the part of the haulers.

Eventually it is believed the sum of the statistics obtained by the Government will serve as a foundation on which rates may be equitably built with due regard for limiting conditions.

Incidentally the comparative data received from rail and waterway sources will serve to indicate the economic spheres in which each unit of transportation may serve its fullest purpose, although it is, of course, recognized that the element of special service may always enter into any local situation.

GOOD ADVICE

And
Appreciation
From

AN AUTOMOBILE EXPERT
In Regard to the Campaign
Against the Theft
Of Cars.

My Dear Mr. Faulkner:

Your paper is certainly to be commended for the many excellent articles appearing recently relative to the theft of automobiles. I trust The Times will continue the publicity given this subject in the hope that the public will realize the necessity of co-operating in every particular in the lessening of such crimes, by placing every safe-guard in the nature of locks, as you suggested in your article of June 4.

However, I am of the opinion that the real remedy for this class of theft is in the hands of our judges. Hood locks and switch will prevent stealing in most cases, but instances have been recorded where locked cars had been towed away and worked on at leisure by the thief. If thieves knew that a severe penitentiary sentence surely awaited them for the theft of an automobile, they would hesitate before taking a chance. I can not see the difference in the theft of a car that will sell for \$2,000 and stealing \$2,000 in currency, but I am informed such is the law. The joy-ride, if he is successful the first time, tries it again; not being detected the first or second time, he usually develops into a full-fledged automobile thief.

Such publicity as you are giving this subject should be taken up by the other newspapers in town and with the co-operation of the public, police, and judges, this character of theft would soon decrease.

Very truly yours,
CHAS. W. SEMMES.

FILL SALES STAFF
WITH EX-ARMY MEN

To the soldier at the time he was battling for his country and for justice in the trenches of Europe, or above them; to the soldier preparing to do battle in the many training camps of America—there was one thought that was uppermost, and

HE LAUDS THE WAR
ON AUTO THIEVES

CHARLES W. SEMMES.

that: "What am I going to do when this job is finished?"

One company which had at the start informed every one of its men that enlisting for the fight would not mean the loss of the position, but realizing that many who went away to fight did so with the thought of making a change after the war was over, provided they were fortunate enough to come through, settled the question for many when it met them at the gates of the camp and reached them with the message inside the camp before discharge, with an offer of a position.

L. W. Sidwell, president of the Fulton Truck Company of Michigan, went to the doors of Camp Custer and inside the camp with a message to the soldiers. Mr. Sidwell, seeking good salesmen, placed advertisements in papers which reached the soldiers about to be sent back into private life.

Mr. Sidwell believes that from the soldier ranks will come salesmen with knowledge, salesmen with information of value to the truck owner or prospective owner, and salesmen with an opinion gained by actual knowledge which will prove decisive in any argument.

Believing this, he spoke for the entire Fulton Motor Truck Company organization when he said to these men of arms:

"This organization has open to you who realize the possibilities of the truck field positions in which you can succeed." The welcome offer of the Fulton Truck Company of Michigan, so nicely placed by Mr. Sidwell and by others in the Fulton organization in other cities, brought results, and many men, possessing invaluable experience for the gaining of success in the motor truck selling field, were added to the sales staff.

DRIVE FOR UNIFORM
TRAFFIC MANDATES

The United States Council of National Defense, through its highways transport committee, is just now inaugurating a nation-wide campaign for the purpose of bringing about the adoption so far as possible of sug-

gested uniform traffic regulations and directions, that the alarming number of accidents occurring daily on the highways be decreased.

It is the belief of the highways transport committee that through this movement life and limb may be conserved and economic results of an impressive character attained. The courts have estimated the value of a life at \$10,000. In Washington, as an instance, the death toll as last officially announced was at the rate of eighty-two per year.

These suggested regulations and directions represent, the Council of National Defense believe, the best and most disinterested thought on the

subject of highway accidents. Prepared originally by William P. Eno, a world authority on police traffic, these regulations and directions have since been submitted for constructive criticisms to secretaries of state, State highway commissioners and engineers, judges and lawyers, publicists who have given close study to this question; traffic authorities in some of the larger cities, the American Automobile Association, the National Automobile Chamber of Commerce, the Highway Industries Association, the National Highway Traffic Association, and to scores of individuals competent to pass upon this question.

This Tag on every Jumbo Tire

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- 5. Tread as thick and wide as on a 31x4 tire
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- 12. Saves tire and car repair bills—forever makes car lighter on tires
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- 14. Guaranteed 7500 miles

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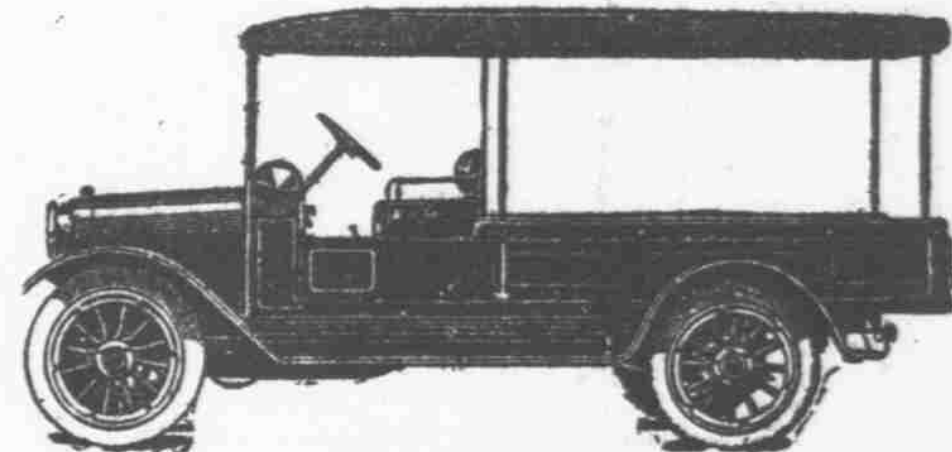
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With 100,000 REO CARS in service, the records of the Reo Motor Car Co. for last year showed gross receipts for repair parts amounting to \$700,000—an average of \$7.00 per car.

When you consider that of those 100,000 REOS—20% were in the first year—25% in their second year and the rest anywhere from three to fourteen years old, these figures are remarkable.

A REO TRUCK will fit your business. Phone us and one of our transportation experts will call and explain.

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Than Promises--

—The Signal Truck bases its claims on actual performances—not promises—and points out the service record of over 400 Signal Trucks in New York city, over 400 in Boston, 350 in Detroit, 300 in San Francisco, 250 in Seattle, and numerous trucks in other large cities. Such proof is convincing, satisfying and more authoritative than promises.

"The Safest Buy"

—Here are the reasons why the Signal Truck is the safest buy—

1. The Ball and Socket Motor Mounting, which protects the engine from injury.
2. The special swiveled pressed steel radius rods, used on every model.
3. Oil cups instead of grease cups.
4. The Continental Liberty Motor.
5. Timken Bearings.

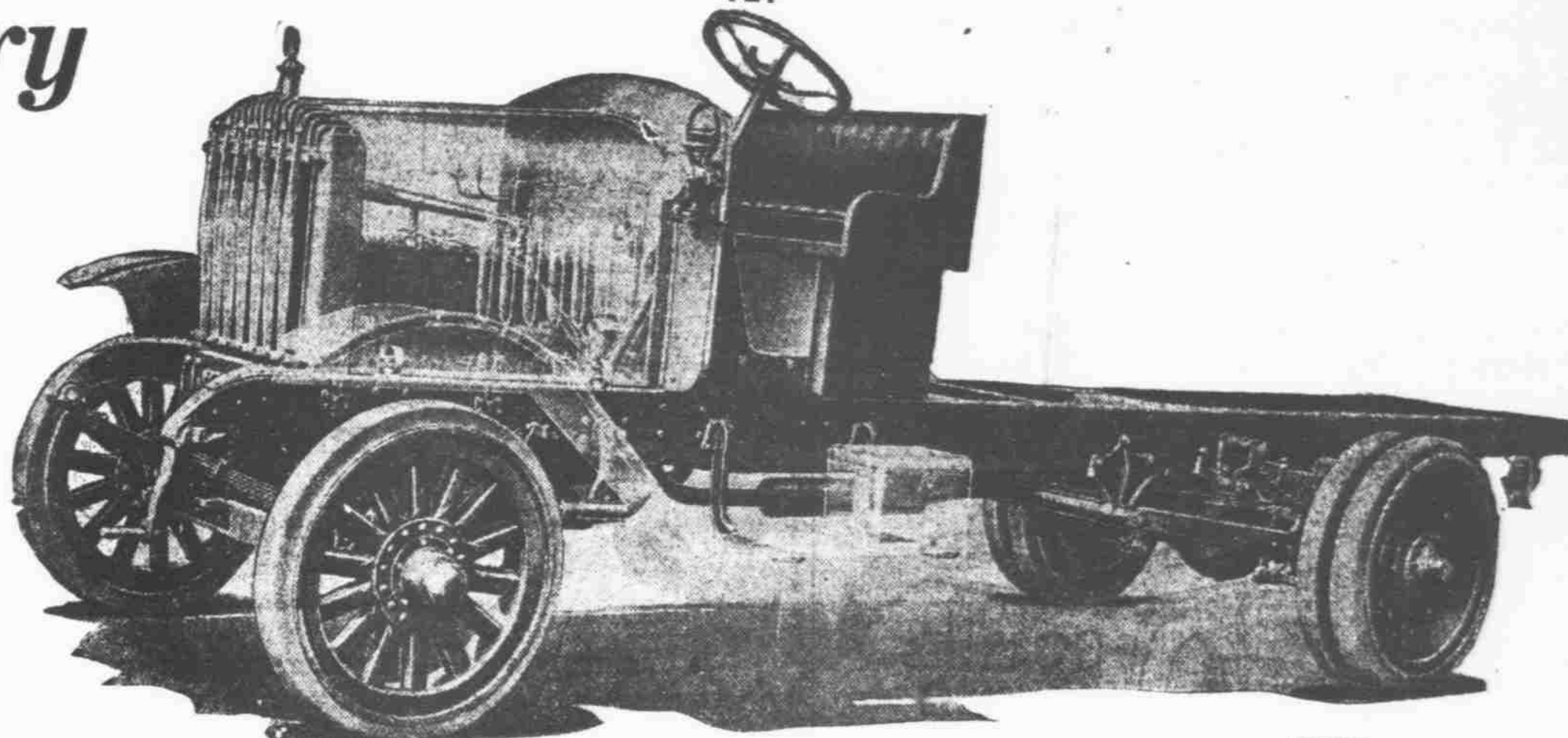
Every feature enumerated and every other feature of the Signal Truck has been proven—tested and found true—under difficult conditions.

"The Extra Value of the Signal Truck will be found in its Extra Quality"

Most loads carry too much truck—that's where the wastage in truck hauling goes. This Truck, fully yet safely loaded, is the certain, economical truck investment because it meets more than 70 per cent of all business requirements—without overloading and without underloading.

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Every part of the Signal "hook-up" or assembly is carefully thought out. Every part is planned not on theory, but on the results of study, experimenting and years of actual truck building to determine the proper placing and mounting of each unit to enable it to do the best work and be "always on the job."



"Always on the Job---Allways"

Furthermore, these trucks seldom change hands. Men who buy Signal trucks hang on to them, for they know that they will take out the resale value in actual operation not once but several times, and still have left in the axles alone a resale value greater than the sum for which many another truck has been sold after but a few years service.

Signal Truck Sales Company

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